

Message Text

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SUBJ: DEVELOPMENT AND THE PRIVATE SECTOR

REF: STATE 270245

1. MOST LARGE PRIVATE FIRMS IN PERU HAVE NOT VOLUNTARILY UNDERTAKEN SPECIAL ACTIVITIES TO SUPPORT BASIC HUMAN NEEDS. DEVELOPMENT ACTIONS ARE NOT TRADITIONAL HERE. NEVERTHELESS, MORE AND MORE PRIVATE SECTOR FIRMS ARE ASSISTING AND TRAINING THEIR OWN WORKERS ON A VOLUNTARY BASIS. THESE EFFORTS INCLUDE SUCH ACTIONS AS DAY CARE CENTERS FOR CHILDREN OF WORKING MOTHERS, HEALTH ROOMS, SPORTS, FINANCIAL COOPERATIVES, ETC.

2. THE ASSOCIATION OF PHARMACEUTICAL LABORATORIES (ALAFARPE), CONSISTING OF 81 PRIVATE SECTOR MANUFACTURERS (22 AMERICAN, 3 SWISS, 8 GERMAN, 2 FRENCH, 1 ITALIAN, AND 45 PERUVIAN) ESTABLISHED 3 CLINICS IN DEPRESSED NEIGHBORHOODS NEAR LIMA SOME TWO YEARS AGO. THE MINISTRY OF HEALTH PLACED THE ADMINISTRATION OF THESE CLINICS UNDER THE GOVERNMENT-RUN SAN MARCOS UNIVERSITY. ON THEIR OWN, HOECHST (GERMAN) AND ROCHE (SWISS) EACH ESTABLISHED AN ADDITIONAL BASIC HEALTH CARE CLINIC AND THESE WERE ALSO PUT UNDER SAN MARCOS. REPORTEDLY THE CLINICS ARE POORLY ADMINISTERED AND PRESENTLY IN A STATE OF DISARRAY.

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3. IN OCTOBER 1977 SIDNEY ROSS (US) ESTABLISHED A CLINIC TO MARK ITS 50TH ANNIVERSARY IN PERU. AT A COST OF \$10,000 IT BUILT TWO PREFABRICATED WOODEN UNITS CONSISTING OF 9 SMALL CONSULTING ROOMS AND A WAITING ROOM WITH A CAPACITY TO SEAT 200. TO OBTAIN POPULAR SUPPORT AND LOCAL PARTICIPATION, THE COMMUNITY WAS ASKED TO BUILD

THE CONCRETE BASE ON WHICH THE STRUCTURE IS ERECTED. SIDNEY ROSS ALSO COMMITTED ITSELF TO PROVIDE \$100 MONTHLY FOR MAINTENANCE. THE CLINIC IS STAFFED AND ADMINISTERED BY THE PRIVATE CAYETANO HEREDIA UNIVERSITY WHICH BOASTS THE BEST MEDICAL SCHOOL IN PERU. WHILE CONCENTRATING ON EMERGENCY CARE, THE CLINIC ALSO PROVIDES A WIDE RANGE OF SERVICES INCLUDING DENTAL WORK AND GUIDANCE BY SOCIOLOGISTS AND PSYCHOLOGISTS. THE CLINIC ALSO HAS THE SERVICES OF A GYNCOLOGIST WHO GIVES LECTURES AND ADVISES ON FAMILY PLANNING BUT DOES NOT SUPPLY BIRTH CONTROL DEVICES. TO DATE, THIS CLINIC IS THE BEST RUN AND MOST EFFECTIVE IN MEETING NEEDS OF URBAN POOR. SIDNEY ROSS IS CURRENTLY CONSIDERING ADDITIONAL PROJECTS REVOLVING AROUND THE CLINIC SUCH AS MEDICAL BOOK LIBRARY FOR DOCTORS ON DUTY AND SCHOLARSHIPS FOR LOCAL YOUNG PEOPLE TO STUDY MEDICINE, NURSING AND PHARMACY. FIRM IS ALSO CONSIDERING USING WAITING ROOM ON WEEK-ENDS TO TEACH NEIGHBORHOOD PEOPLE CARPENTRY, PLUMBING, PAINTING AND OTHER SKILLS TO HELP THEM FIND JOBS IN CONSTRUCTION INDUSTRY.

4. SINGER (US) OPERATES SEVERAL SEWING CENTERS IN POOR AREAS OF LIMA TO PROVIDE UNEMPLOYED WOMEN WITH SKILLS TO EARN SOME INCOME AT HOME. FIRM DONATES EQUIPMENT AND MATERIALS.

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5. SEARS (US) FOR MANY YEARS HAS BEEN SUPPORTING SUMMER ACTIVITIES FOR DESTITUTE CHILDREN THROUGH THE BAPTIST MISSION. CHILDREN PARTICIPATE FOR MAXIMUM 14 DAYS ON A ROTATIONAL BASIS. TRANSPORTATION TO AND FROM LOCAL BEACHES IS PROVIDED AT COMPANY EXPENSE.

6. RICHARD CUSTER S.A. (PERUVIAN) HAS INITIATED LECTURES ON DANGERS OF DRUGS AND FAMILY PLANNING PROBLEMS TO ITS EMPLOYEES DURING OFFICE HOURS. TURNOUT AT THESE EVENTS SOME 50 PERCENT OF TOTAL POTENTIAL AUDIENCE OF 400. GUEST SPEAKERS AT FAMILY PLANNING SESSION WHICH LASTED ONE HOUR ON FIVE CONSECUTIVE DAYS INCLUDED MINISTRY OF HEALTH OFFICIAL AND CATHOLIC PRIEST. NARCOTIC ABUSE LECTURE CONSISTED OF 4-HOUR SESSIONS ON FIVE CONSECUTIVE DAYS. FIRM PLANS TO CONTINUE AND EXPAND THIS SELF-IMPROVEMENT PROJECT.

7. NUTRITION INVESTIGATION INSTITUTE PROVIDES FAMILY PLANNING ASSISTANCE IN POORER AREAS OF THE CAPITAL CITY BUT REPORTEDLY DOES NOT DISTRIBUTE DEVICES. ACTIVITIES OF THIS SEMI-AUTONOMOUS PERUVIAN GOVERNMENT ENTITY IS SUPPORTED BY CONTRIBUTIONS FROM MANY PRIVATE SECTOR FIRMS AND LOCAL BUSINESSMEN.

8. ABOVE EXAMPLES ARE THOSE OF WHICH EMBASSY IS AWARE.
THERE ARE PROBABLY OTHER ACTIVITIES BEING CARRIED OUT
BY PRIVATE SECTOR FIRMS THAT HAVE NOT COME TO
EMBASSY'S ATTENTION BUT UNFORTUNATELY THESE ARE NOT
NUMEROUS.
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